

Urban Design Elements – Private Domains

These seven broad land use and development strategies seek to build and improve on existing uses and densities, capitalizing on what works and identifying opportunities for improvement. The Urban Design Plan addresses development potential on private development sites on a district-by-district basis. An individual district within the downtown plan area is defined by its combination of use, street character, and architectural character. As previously stated, the new plan generally maintains the predominant uses defined in the existing specific plan in densities appropriate to the scale and character of each district although use changes are proposed in some districts.

North of Washington District (Blocks 1 and 1a). Surrounded by the Mozart office project, the Caltrain commuter rail station, the Evelyn Avenue plaza, and Town Center Mall, the North of Washington district is an important opportunity for mixed-use development. Recommendations include providing high-density residential and street level local independent retail uses fronting Washington Avenue and Frances Street, and high-density residential fronting Aries Way, Taaffe Street and Capella Way. Recommendations also include requiring street-level residential space to be flexibly programmed to allow for additional local independent retail use or live/work residential use.

Murphy Avenue District (Block 2). The Murphy Avenue district is Sunnyvale's traditional "main street," comprised mostly of one and two story local independent restaurant and entertainment uses. Recommendations include maintaining restaurant and entertainment use at street level, with modest increases to existing restaurant, retail, and support office space at upper levels.

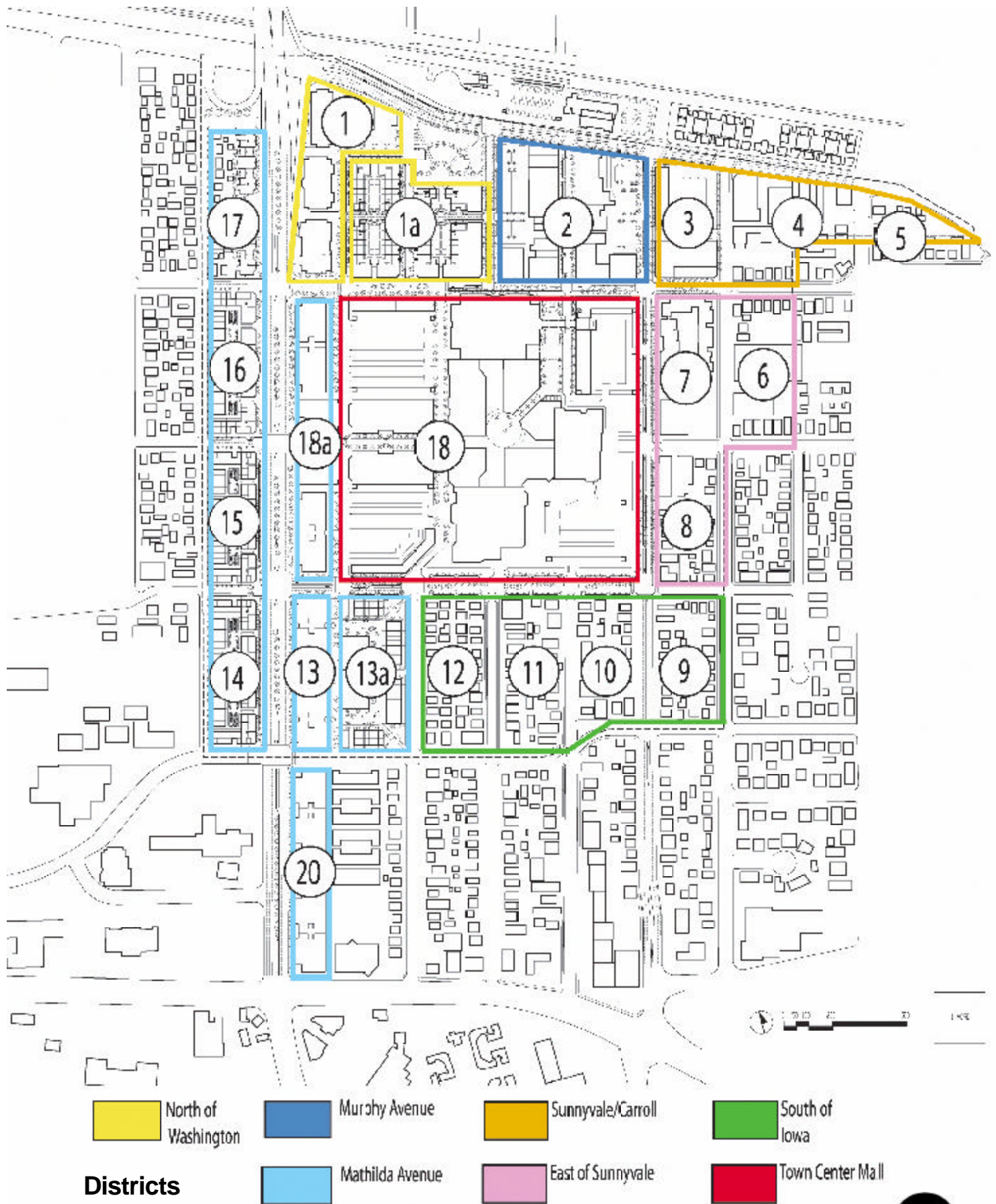
Sunnyvale/Carroll District (Blocks 3, 4, 5). The Sunnyvale/Carroll district contains service retail uses and low-density residential, but is currently zoned for high-density residential use. Recommendations include changing Block 3 to retail, grocery, and public parking uses and generally continuing high-density residential use on Blocks 4 and 5. Recommendations also propose that the City manage a process to study a reduction of the existing residential density on the portion of Block 5 that fronts Washington Avenue and to study a reduction of the existing height limit on all portions of Blocks 4 and 5 from 50 feet/four stories to 40 feet/three stories.

East of Sunnyvale District (Blocks 6, 7, 8). The East of Sunnyvale district contains some service retail and residential use, but is zoned for high-density residential. Recommendations include continuing high-density residential use on all blocks. Recommendations also propose that the City manage a process to study a reduction of the existing residential density on the portions of Block 6 that front McKinley Avenue and Washington Avenue.

South of Iowa District (Blocks 9, 10, 11, 12). The South of Iowa district contains predominantly low, low-medium, and medium density residential uses. Recommendations include maintaining and reinforcing these residential uses and densities.

Figure 3.2 illustrates the Districts Diagram





Districts

Figure 3.2

Mathilda Avenue District (Blocks 13, 14, 15, 16, 17, 18a). The Mathilda Avenue district contains several “sub-districts,” all of which are bound together by the Mathilda boulevard. Like the North of Washington district, the Mathilda Avenue district is another important opportunity for mixed-use development. The new plan recommends office use on the east side between Washington Avenue and Iowa Avenue (East of Mathilda sub-district - Block 18a), and a change from office to residential use on the west side between Evelyn Avenue and Olive Avenue (West of Mathilda sub-district - Blocks 14, 15, 16), with a scale and density on the Charles Avenue frontage compatible with the neighborhood on Charles Avenue and on the Mathilda Avenue frontage compatible with the Mathilda boulevard. Recommendations also propose that the City manage a process to study a reduction of the existing residential density and existing height limit on the portion of Block 17 that fronts Charles Avenue. Finally, the new plan recommends office/residential mixed-use on the east side between Iowa and Olive (Superblock sub-district - Block 13), with a residential scale and density compatible with the neighborhood on south Taaffe Street.

Town Center Mall District (Block 18). Town Center Mall is the center of the downtown. Because of its size, the mall creates discontinuities in the street system and is inconsistent with the downtown’s otherwise humane scale. In addition, the mall is old, outdated, and in need of an upgrade in both its physical environment and tenant mix. However, the mall possesses important assets. It provides Sunnyvale with downtown department stores and regional retail tenants. Befitting its downtown location, most parking is structured, minimizing the amount of surface parking and allowing department stores to front some of the streets. And, if properly redeveloped, it can be a significant economic asset for the city in terms of employment opportunities and tax base. In addition to the approved mall expansion of regional retail, cinema, and entertainment uses, recommendations include providing retail sites along Washington Avenue and along an extension of Murphy Avenue.

Recommendations address the mall interior as well. Access to in-line tenant space can be strengthened by reconfiguring public spaces to create a direct connection between the Murphy Avenue extension and the McKinley Avenue extension. Public areas can capitalize on the mall’s outdoor garden and its stately, historic redwoods by removing some or all of the public area roofs. An enlarged and enhanced food court on the mall’s upper level can capitalize on the proposed cinema expansion.





District 1a will be a mixed use district



District 18 will contain additional housing, retail, and improved street connections.



Existing Historic Neighborhoods will be preserved.



The Sunnyvale/Carroll district will emphasize housing, local retail, and a grocery.



The Mathilda Avenue District will concentrate office use on the east frontage and residential use on the west frontage.

Urban Design Elements – Public Domains

Development strategies on private development sites are reinforced and sustained by public infrastructure elements such as transportation linkages and utilities. The Urban Design Plan identifies potential improvements in public domains that support the private developments.

Vehicular Circulation. The new plan analyzes downtown vehicular circulation and recommends an approach that balances the demands of roadway capacity, intersection operations, and street character. Mathilda Avenue and El Camino Real are important regional arterials that function as the entrances to the downtown. Evelyn Avenue, Washington Avenue, Iowa Avenue, and Sunnyvale Avenue are important connectors that knit together the various downtown districts and provide access to parking resources. Murphy Avenue, Frances Street, Town Center Lane, and McKinley Avenue are important commercial streets. Aries Way, Taaffe Street, Altair Way, Capella Way, and Charles Avenue are important residential streets.

Vehicular trip generation estimates were calculated by block, and traffic volumes were determined for each roadway segment within the downtown. Although some high traffic volumes are projected for two roadway segments on Washington and one roadway segment on Sunnyvale during the PM peak, in general, travel lanes within the downtown are adequate to serve the proposed land uses so no major roadway capacity changes are required. Figure 3.3 illustrates the Roadway Conditions diagram.

Level of service was calculated for two key intersections, Mathilda/Washington and Mathilda/El Camino. Based on the conclusions

drawn from these calculations, level of service at the Mathilda/El Camino intersection requires mitigation during the AM peak. Two measures are proposed.

Finally, the proposed loop ramp connection from southbound Mathilda Avenue to Evelyn Avenue is important to future traffic circulation and access to parking resources, and provides an alternate entrance into the downtown that has the potential to mitigate peak-hour traffic on Mathilda, especially at its intersection with Washington.





Roadway Conditions

Figure 3.3

Downtown Parking District. The parking district provides surface and structured parking strategically located throughout the downtown to serve retail, restaurant and entertainment uses. Currently, parking resources exceed parking demand. Structured lots east and west of the mall and surface lots east and west of Murphy supply most of the downtown's parking. Additional supply will be provided below-grade under the Evelyn plaza for all-day use, in the proposed Caltrain structure and a under a portion of the Mozart office buildings for evening and weekend use.

Parking demand for proposed land uses was analyzed at three stages of development. Demand estimates at each stage were calculated for a busy holiday weekday and weekend using ratios for each use and demand for each hour of the day. In general, peak demand occurs mid-day for both the weekday and weekend design day. The availability of office and commuter parking spaces on evenings and weekends offsets shopping and entertainment demand during those periods. Therefore, weekday parking demand generally determines the needed parking supply.

As previously mentioned, the new plan requires some new office and all new residential developments to provide additional parking on site. Additional retail and entertainment uses can utilize parking from the parking district but must share in the costs of existing or expanded parking district resources to the extent these resources are utilized. To meet the demand for new parking, enlarged structures are proposed adjacent to the mall and in a new structure north of Washington. Shared parking is proposed for the two office building sites on Block 18a.

Downtown development may follow a number of scenarios over many years. In order to evaluate the parking district's parking needs,



Phase 1 anticipates the renovation of the mall itself including the new plaza at Murphy and Washington.

three likely phases of development were considered with an emphasis on long-term flexibility. The indicated size of each proposed parking structure is based on maximum development densities and uses proposed by the new plan, and on the assumed sequence of development. The expansion of the parking district will need to be adjusted depending on the actual course of development.

Phase 1 includes the expansion of Town Center Mall, the construction of parking structure C to the east of Macy's, the construction of the Caltrain parking structure and the public parking below the Mozart office development and Evelyn plaza. Additional development is not considered. Under this scenario, downtown parking supply and demand are nearly balanced. This scenario is without consideration of parking mitigations such as valet parking and off-site employee parking that can be implemented during peak periods of demand. Figure 3.4 illustrates Phase 1





Phase 2 anticipates the development of Office sites on block 18a.

Phase 2 anticipates the construction of parking structure A to the west of Macy's and adjacent office development on Mathilda. Once the expansion of Town Center Mall is complete, it will be difficult to meet parking demand if parking structure A is under construction. Therefore, it is desirable to complete parking structure A concurrently with the mall expansion. If this is not possible, careful consideration should be given to mitigation of short-term parking shortages during the construction of parking structure A. Parking structure A is sized to reflect the efficiencies of shared parking with the adjacent office development, and to accommodate much of the parking that would be displaced during construction of parking structure B in Phase 3. Figure 3.5 illustrates Phase 2.

Phase 3 anticipates maximum development within the downtown core area as indicated on the parking plan illustrations. Parking structure B, to the west of Target, is sized to reflect the efficiencies of shared parking with the adjacent office development on Mathilda. Parking structure E, on Block 3, is sized to accommodate increased parking demand for uses on Murphy and for retail and grocery store development on Block 3. Parking structure E is likely to be the

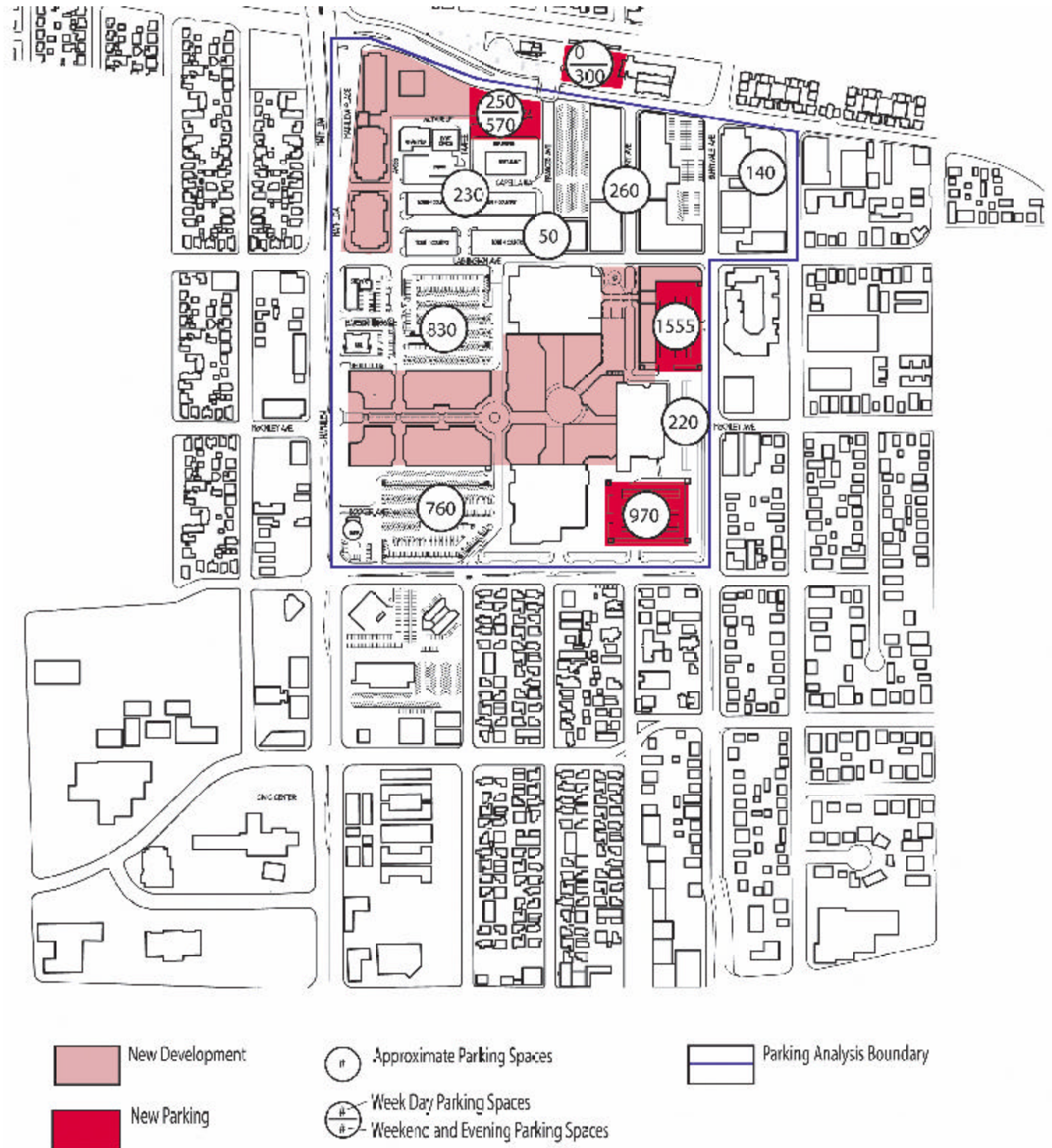


Phase 3 anticipates the long term buildout in the downtown core.

last structure added to the downtown core. The parking demand for this structure, therefore, is the most difficult to predict. Its proposed size may vary depending on the actual course of downtown development. Figure 3.6 illustrates Phase 3,

The distribution of and access to public parking is generally very good in the commercial core. The perception of available, convenient, and accessible parking is crucial for the success of the downtown. A parking district graphic identity program and guidance system should be designed and implemented so that all the parking resources in downtown can be readily understood. This may include signage, maps, marketing material, and real-time signage that indicates the location of available parking. Figure 3.7 illustrates downtown parking access.

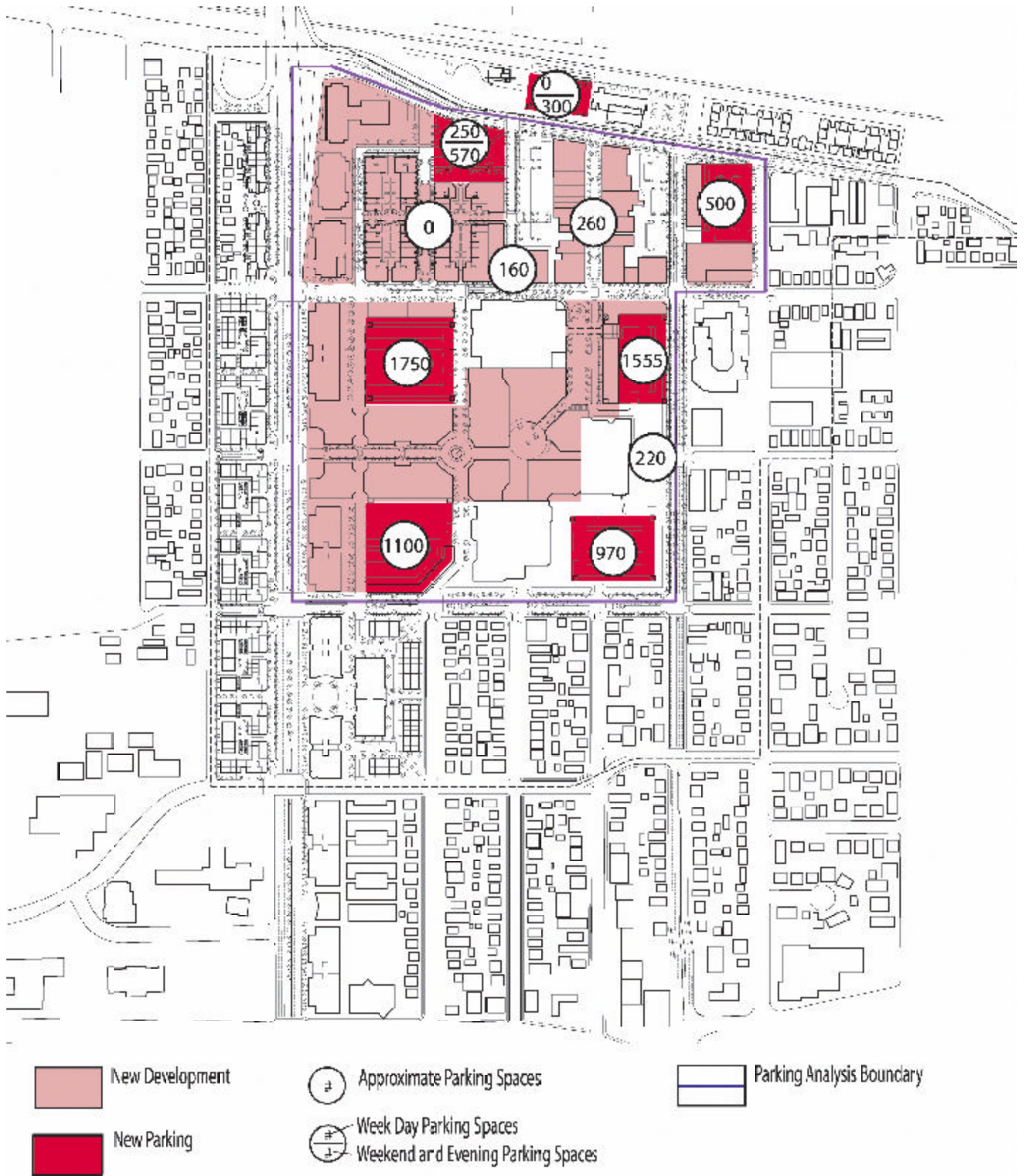
The design of parking structures should be carefully considered so they contribute to the street character and pedestrian ambience envisioned by the new plan. The new plan indicates parking structures surrounded by retail and office uses, and incorporates shops within the structures where possible.



Parking Plan - Phase1: Total Spaces: 5265 Week Day, 5885 Weekend and Evening

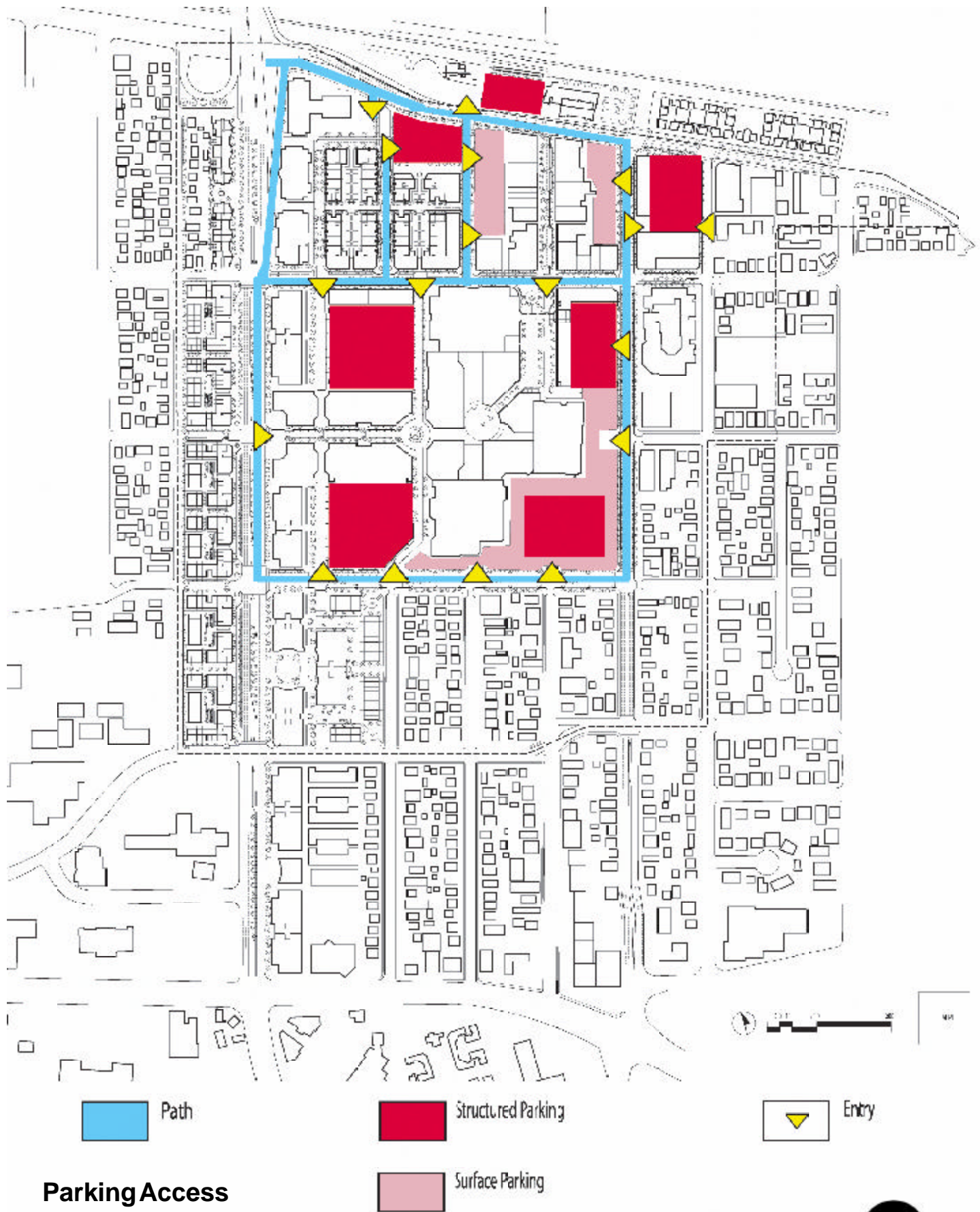
Figure 3.4





Parking Plan - Phase3: Total Spaces:6765 Week Day, 7385 Weekend and Evening





Parking Access

Figure 3.7